

At Amex Bank of Canada relationships are at the heart of our business. We strive to be essential to our customers by delivering exceptional products, services and experiences every day – and promise to have their backs in everything we do. Amex Bank of Canada has made a commitment to its senior customers to adhere to the [Code of Conduct for the Delivery of Banking Services to Seniors](#) (the Code). For purposes of the Code, a senior refers to an individual in Canada who is 60 years of age or older and who is transacting for non-business purposes. While many of our products and services already reflect the principles outlined in the Code, we have taken steps to enhance our ability to service seniors.

Our Seniors Champion ensures all principles of the Code are adhered to, provide leadership in implementing the Code, promote and raise awareness and engage with seniors, subject matter experts and organizations representing seniors.

Amex Bank of Canada is committed to adhering to the Code by taking steps to strengthen our servicing for seniors and will continue to improve our customer care for senior customers.

Policies, Procedures and Processes

Our internal processes, policies and procedures consider the Code and seniors banking needs which will aid our employees to better assist seniors which include:

- Annual mandatory training for customer-facing employees and their leadership on the Code including fraud and scams, financial abuse, powers of attorney, internal and external resources dealing with seniors banking needs and our escalation processes.
- Ensured any potential financial harm to seniors is mitigated through our updated processes and policies.
- Escalate any incidents and complaints related to our senior customers.

- Controls put in place to review any changes made to policies, procedures and processes by the Seniors Champion to ensure we continue to adhere to the Code and improve the delivery of services to our senior customers.
- Our internal processes, policies and procedures consider the Code and seniors banking needs and have been incorporated into our Regulatory Compliance Management framework.

Communicate Effectively with Seniors

We have put measures in place to enable effective communication with seniors such as:

- Provide information in an accessible or alternate format such as large print, braille statements, etc. to meet the needs of our senior customers.
- Internal communication material considering the needs of seniors.
- A dedicated [Seniors Support](#) page on our website providing helpful resources to assist our senior customers.

Training

We have created a dedicated training program for our colleagues. This is a mandatory training completed annually for customer-facing employees (new hires and tenured) and their leaders on the Code.

The training program focuses on the following:

- Introduction to the Code of Conduct for the Delivery of Banking Services to Seniors.
- Fraud and scams.
- Financial abuse.
- Powers of attorney.

- Internal and external resources dealing with seniors banking needs.
- Internal escalation processes.

The training program is reviewed annually by the Seniors Champion ensuring it is current and considers any new challenges and vulnerabilities that seniors may face.

Resources For Our Colleagues

We have many resources available for our customer-facing colleagues and support staff to assist them in matters relevant to seniors' banking needs.

All of the training resources, policies, procedures and process are updated and available internally on our intranet sites. In addition, our customer-facing colleagues and support staff are made aware of these resources through our Seniors Champion and mandatory annual training.

Our Seniors Champion acts as a subject matter expert assisting colleagues with any issues plus ensuring the code is being applied and adhered to throughout our processes.

Mitigating Potential Financial Harm

At Amex Bank of Canada, we are committed to mitigating potential financial harm through our internal processes, policies and process for all customers including seniors.

As part of our regular monitoring of customer transactions, our systems and colleagues will look for unusual transactions (for example. this could include purchases outside your normal spending habits, etc.).

Our annual mandatory training for customer-facing employees and their leadership on the Code includes fraud and scams, financial abuse, and powers of attorney to aid in the mitigation of potential financial harm to seniors.

Seniors can visit our Seniors Support page on our website providing helpful resources to assist our senior customers.

Branch Closures

At Amex Bank of Canada, we have no bank branches in our business model.

Reporting

Amex Bank of Canada will publicly disclose the steps taken to support the Code and improve the delivery of banking services to seniors on www.americanexpress.ca and will be sent to The Financial Consumer Agency of Canada (FCAC).

**Amex Bank
of Canada**

**2023 Seniors
Report**